

## GROUP VIDEO COMMERCIAL PROJECT RUBRIC

Name _____	Group _____	Period _____	Date _____
<b>PLANNING (12 PTS.)</b>		<b>SCORE</b>	<b>POSSIBLE</b>
A full and detailed script was completed prior to filming			<b>10</b>
Script was typed			<b>2</b>
<b>VIDEO PRODUCTION (43 PTS.)</b>			
Video includes 10 different shots			<b>10</b>
Camera movements were included (Pan, Tilt, and Truck)			<b>7</b>
Camera shots were included (Close up, Medium, Long, and 2 from list)			<b>7</b>
Commercial included sound effects and music			<b>5</b>
Title text was included somewhere in the commercial			<b>5</b>
Transitions were added throughout video for a good production			<b>6</b>
Video is a minimum of 2 minutes in length			<b>3</b>
<b>PROPER FILE MANAGEMENT (10 PTS.)</b>			
Final Commercial was in the proper formats (.fcp and .mov)			<b>4</b>
File was properly named (lastname + lastname+ lastname+ lastname + commercial)			<b>3</b>
File was properly submitted (copied to Ms. Scales)			<b>3</b>
<b>PEER EVALUATION (35 PTS.)</b>			
Your score from the Peer Evaluation Survey			<b>35</b>
<b>Total Score</b>			<b>100</b>

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